

Informatica Ready Partner Program

Enabling ISVs and SaaS partners to connect and embed the leading integration platform



“The Informatica Ready Partner Program and Technology Partner Network are great ways to provide ISVs with everything they need to quickly build and extend connectivity of their applications.”

– Andrew Shikiar,
VP Marketing & Business
Development, BigML

Your App. Our Platform.

As an independent software vendor (ISV), the success of the applications you develop depends on your customers’ ability to:

- Migrate data into and out of your application
- Ensure all migrated data is accurate, complete, and current
- Integrate and synchronize the data in your application with data in your customers’ apps and systems for complete compatibility

The average new application connects to five data sources – but Informatica connects to hundreds. By partnering with the global leader in data integration and management, you gain access to all of them and benefit from enabling them to read your data. The Informatica Ready Partner Program gives you all the tools, software, and support needed to develop connectivity of your application with Informatica, at no cost.

The Informatica Ready Partner Advantage

By joining the Informatica Ready Partner Program you can:

- **Accelerate Time-to-Market and Time-to-Value.** Quickly establish state-of-the-art connectivity with leading applications such as Salesforce, NetSuite, Workday, Amazon Redshift, and many more using Informatica developer resources, cloud connector toolkits, and support.
- **Broadly Extend Connectivity.** Build one connector that works instantly with more than 150 out-of-the-box connectors to on-premise applications, SaaS/IaaS/PaaS applications, and databases.
- **Leverage Informatica Validation, Expertise, and Reputation.** Test and certify your product’s connectivity capabilities and give your customers an Informatica-provided statement of compatibility and interoperability, as well as a **free 90-day trial** of Informatica Cloud to speed proof-of-concept.
- **Shorten Sales Cycles.** Reduce customer onboarding time by as much as 80 percent with Informatica’s out-of-the-box connectivity to applications and data sources.
- **Slash Data Integration Time and Costs.** Reduce time and money spent on integration development by 50 percent or more.



“The access to technical resources and support we got from Informatica helped us build our connector in just a few weeks. The Informatica Ready Partner Program and Technology Partner Network are great examples of Informatica’s commitment to ISV partner success.”

– Scott Holden, VP Marketing, ThoughtSpot

Membership Benefits

Members of the Informatica Ready Partner Program receive all the following benefits for technical enablement, marketing, sales, and support:

PROGRAM BENEFITS	
TECHNICAL ENABLEMENT	Access to <u>Informatica Technology Partner Network</u> – Includes technical resources, REST API/SDK, samples, and test sandbox.
	Informatica Not-for-resale (NFR) Software Pack – Software for development and test.
	Cloud Development Sandbox – Access to a multi-user Cloud Sandbox instance for development and test.
	Architecture Review Session – Enablement sessions for connector, templates, and embedded development.
	Eligible for Early Access – Participation in public beta programs.
	Included in Product Compatibility List – Upon successful completion.
	Quarterly Product Roadmap Updates – Product management roadmap sessions at Informatica World and Informatica Partner Conferences.
	Access to Cloud Academy training.
MARKETING	Partner Newsletters – Regular publication featuring business and technical articles, helpful tips, sponsorships, and other announcements.
	Certification Logos – Differentiate your connector or integration by letting your customers know that it has passed Informatica validation testing. All logos provided upon completion.
	Placement in Informatica Marketplace – Get exposure to 130,000+ Informatica developers, customers, and channel partners.
	Partner Press Releases – Informatica Ready quote and partnership press release template for both membership and certification.
	Participation in Informatica Momentum Product Press Releases – Eligible to be featured in Informatica Momentum Product PR.
	Matching Social Media – Informatica will rebroadcast social media marketing efforts.
	Right to Use Trademarks – Partner is able to use Informatica Trademarks. Informatica is able to use Partner Trademarks.
	Partner Solution Guides and Sales Play – Partner template for sales.
SALES	Informatica Joint Marketing Events.
	New Partner End User Customers Starter Pack – 90 Days Free Informatica Cloud for Partner’s End Users.
	Resell through Informatica Marketplace – Connectors, applications, and solution bundles.
SUPPORT	Informatica OEM Partnership – Informatica software embedded in your application.
	Developer Support – Access to Informatica (level 3) developer support.
	Cooperative Support – Access to level 3 support for multi-vendor support issues.

Learn more at: www.informatica.com/isv

About Informatica

Informatica is a leading independent software provider focused on delivering transformative innovation for the future of all things data.

Organizations around the world rely on Informatica to realize their information potential and drive top business imperatives. More than 5,800 enterprises depend on Informatica to fully leverage their information assets residing on-premise, in the Cloud and on the internet, including social networks.



informatica

Put potential to work.™

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